

GILBERT TWEED ASSOCIATES INC.
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STRATEGY AND TACTICS

Seminar Program

8:30 a.m.	Breakfast
9:00 a.m.	Introduction: <ul style="list-style-type: none">- Lynn Gilbert, President- Janet Tweed, Executive Vice PresidentGilbert Tweed Associates, Inc.
9:05 a.m.	How the Tactical Implements the Strategic: MBO/MIC by Harry Keenan, Vice President Administration, BTR, Inc.
10:05 a.m.	The Strategy of Success: Is It the X's and the O's? by Allie Sherman, Vice President, Warner Communications and former Coach, New York Giants
10:30 a.m.	Questions and Answers with Mr. Sherman
11:00 a.m.	Coffee break
11:15 a.m.	How to Motivate People Not Only to Take Orders But Also to Take Risks: What Business Can Learn From the Strategic Approach of the Military by General William C. Westmoreland (Retired), Chief of Staff, U.S. Army
12:15 p.m.	Questions and Answers with General Westmoreland
12:45 p.m.	General Westmoreland will autograph copies of his book, "A Soldier Reports," for Seminar attendees.

December 12, 1980